**A1 Language & Literature Gr.11 HL**

Write a comparative analyses of the two ads found below. Keep in mind the rhetorical devices (ethos, pathos, logos) and advertising techniques (such as glittering generalities) discussed in class. Also keep in mind the key aspects of textual analysis.



Modern Coca Cola Ad. (Magazine print advertisement)

1940s Coca Cola Ad.

(Magazine print advertisement.)

<http://www.beautifullife.info/wp-content/uploads/2009/04/29/1937-1.jpg>



<http://amazingdata.com/mediadata46/Image/coca-cola-ads-1_fun_bizzare_oddities_weird_cool_2009081011352561.jpg>